

**Annual EEO Public File Report  
May 27, 2012 – May 26, 2013**

**WFXR / WWCW (FOX 21/27 and CW5)  
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## **Annual EEO Public File Report May 27, 2012 – May 26, 2013**

### **SUMMARY OF EEO REQUIREMENTS**

The Purpose of this EEO Public File Report (“Report”) is to comply with Section 73.2080(c)(6) of the FCC’s 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following stations: WFXR/WWCW Roanoke/Lynchburg, Virginia and is required to be placed in the public inspection files of these stations, and posted on their web sites, so long as the stations maintain an active website.

The information contained in this report covers the time period beginning May 27, 2012 – May 26, 2013. (the “Applicable Period”)

The FCC’s 2002 EEO Rule requires that this Report contain the following information:

1. A list of full-time vacancies filled by the Stations comprising the Station Employment Unit during the Applicable Period;
2. For each such vacancy, the recruitment sources utilized to fill the vacancy (including, if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full-time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC Rules.

# Annual EEO Public File Report

## May 27, 2012 – May 26, 2013

### **SUMMARY OF INFORMATION ON JOB OPENINGS**

#### **Vacancy Information**

<u>Full Time Positions Filled by Job Title</u>	<u>Recruitment Source of Hiree</u>	<u>Total # Interviewed From All Sources for This Position</u>
1. Local Sales Assistant	The Roanoke Times	5
2. Morning News Co-Anchor	TVJobs.com	5
3. Art Director	The Roanoke Times	4
4. Evening News Producer	FOX2127.com Website	5
5. Master Control Operator	Employee Referral	4
6. Account Executive	The Roanoke Times	9
Total number of persons interviewed during application period:		32

#### **Recruiting Source Information**

<u>Recruitment Sources</u>	<u>Number of Interviewees Referred</u>
1. The Roanoke Times	13
2. Job Fair	1
3. Employee Referral	4
4. TVJobs.com	5
5. Internal Job Posting	2
6. Station Website	7
Total	32

#### **Full Time Vacancies Filled During the Reporting Period**

<u>Job Title</u>	<u>Date Filled</u>
1. Local Sales Assistant	5/29/2012
2. Morning News Co-Anchor	1/7/2013
3. Art Director	1/7/2013
4. Evening News Producer	3/1/2013
5. Master Control Operator	3/28/2013
6. Master Control Operator	4/3/2013

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### **SUMMARY OF RECRUITMENT SOURCES**

#### **Recruitment Sources:**

1. Local Sales Assistant  
This position was posted in:  
The Roanoke Times  
Virginia Employment Commission  
FOX2127.com  
Virginia Association of Broadcasters – Website  
The opening was also faxed or e-mailed to the attached list of colleges and posted internally.
2. Morning News Co-Anchor  
This position was posted in:  
The Roanoke Times  
Virginia Employment Commission  
FOX2127.com  
Virginia Association of Broadcasters – Website  
TVJobs.com  
The opening was also faxed or e-mailed to the attached list of colleges and posted internally.
3. Art Director  
This position was posted in:  
The Roanoke Times  
Virginia Employment Commission  
FOX2127.com  
TVJobs.com  
Virginia Association of Broadcasters – Website  
TVJobs.com  
The opening was also faxed or e-mailed to the attached list of colleges and posted internally.
4. Evening News Producer  
This position was posted in:  
The Roanoke Times  
Virginia Employment Commission  
FOX 2127.com  
TVJobs.com  
Virginia Association of Broadcasters – Website  
The opening was also faxed or emailed to the attached list of colleges and posted internally.

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**Recruitment Sources (Continued):**

5. Master Control Operator  
This position was posted in:  
The Roanoke Times  
Virginia Employment Commission  
FOX 2127.com  
TVJobs.com  
Virginia Association of Broadcasters – Website  
The opening was also faxed or emailed to the attached list of colleges and posted internally.
  
6. Account Executive  
This position was posted in:  
The Roanoke Times  
Virginia Employment Commission  
FOX 2127.com  
TVJobs.com  
Virginia Association of Broadcasters – Website  
The opening was also faxed or emailed to the attached list of colleges and posted internally.

**List of College Contacts:**

**AVERETT UNIVERSITY**

Phone: 1-800-448-5233  
Fax: 434-799-0658  
Contact: Petrina Carter – pcarter@averett.edu  
Email job openings.

**BRIDGEWATER COLLEGE**

Phone: 540-828-5369  
Contact: Sherry P. Talbott – stalbott@bridgewater.edu  
Post job openings on website.

**CENTRAL VIRGINIA COMMUNITY COLLEGE**

Phone: 434-832-7805  
Fax: 434-386-4381  
Contact: Susan Rush – rushs@cvcc.vccs.edu  
Email job openings.

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**List of College Contacts (Continued):**

**DANVILLE COMMUNITY COLLEGE**

Phone: 434-797-8520

Fax: 434-797-8541

Contact: Angie McAdams – amcadams@dcc.vccs.edu

Email job openings.

**FERRUM COLLEGE**

Phone: 540-365-4267

Fax: 540-365-4467

Contact: Rol Walters – rwalters@ferrum.edu

Post job openings on website.

**SKYLINE COLLEGE**

Phone: 540-563-8000

Contact: Norma Lawrence – nlawrence@skyline.edu

Email job openings.

**JAMES MADISON UNIVERSITY**

Phone: 540-568-6229

Contact: Denise Meadows

Online Posting: [www.jmu.edu/cap](http://www.jmu.edu/cap)

Job openings posted directly to Recruit A Duke website service.

**LIBERTY UNIVERSITY**

Phone: 434-592-4194

Contact: Clinton Melton – cemelton2@liberty.edu

Post job openings to website.

**LONGWOOD COLLEGE**

Phone: 434-395-2063

Contact: Lynn Estes – career@longwood.edu

Email all job openings.

**NATIONAL COLLEGE**

Phone: 540-986-1800

Contact: Kristal Bushong – kpbushong@national-college.edu

Email all job openings.

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**List of College Contacts (Continued):**

**NEW RIVER COMMUNITY COLLEGE**

Phone: 540-674-3609  
Contact: Glenda Salerno – gsalerno@nr.edu  
Email all job openings.

**RADFORD UNIVERSITY**

Phone: 540-831-6528  
Contact: Carolyn Sutphin – csutphin@radford.edu  
Post job openings to website.

**RANDOLPH COLLEGE**

Phone: 434-947-8000  
Contact: Carol Johnson – cjohnson@randolphcollege.edu  
Post job opening to website.

**ROANOKE COLLEGE**

Phone: 540-375-2500  
Fax: 540-375-2092  
Contact: Toni McLawhorn, Dir. Of Career Services – careers@roanoke.edu  
Post job opening to website.

**SWEETBRIAR COLLEGE**

Phone: 434-381-6151  
Contact: Wayne Stark – careerservices@sbc.edu  
Email all job openings.

**VIRGINIA TECH**

Phone: 540-231-8079  
Contact: Jim Henderson – jim.henderson@vt.edu  
Post job openings to website.

**VIRGINIA WESTERN COMMUNITY COLLEGE**

Phone: 540-857-6278  
Contact: Ruth Hendrick – rhendrick@viriniawestern.edu  
Post job openings on website.

## **Annual EEO Public File Report May 27, 2012 – May 26, 2013**

### **SUMMARY OF SUPPLEMENTAL RECRUITMENT ACTIVITIES**

#### **Job Fairs**

1. Roanoke College Career and Internship Fair – On September 24, 2012, the Assistant General Manager and Creative Services Assistant attended the Career and Internship Fair at Roanoke College in Salem, Virginia. At this job fair, these individuals provided information and discussed potential careers in broadcasting and current internship openings with the station.
2. Skyline College Career Fair – On October 3, 2012, the Assistant General Manager and Programming Manager attended a Career Fair at Skyline College in Roanoke, Virginia. This was an opportunity to provide current students and graduates a look at the different careers in the broadcast industry.

#### **Internship Program**

During the past year, WFXR/WWCW remained a partnership with Virginia Western community College and recruited interns at the Roanoke College Career and Internship Fair on September 24, 2012. However, no applications were received for the internship program during the time period.

#### **Participation in Events:**

1. On July 8, 2012, our Morning News Anchor spoke to the Character Academy in Roanoke, Virginia about careers in the broadcasting industry.
2. On August 23, 2012, our Morning News Anchor spoke to a group of students at the Virginia Tech Knowledge Works Global Student Event in Blacksburg, Virginia about broadcast careers.
3. On September 28, 2012, our Morning News Anchor spoke to students at Tunstall High School in Tunstall, Virginia about careers in the broadcast industry.
4. On October 26, 2012, our Morning News Anchor visited Roanoke Catholic School in Roanoke, Virginia to speak to students about career opportunities in broadcasting.
5. On November 13, 2012, our Evening News Anchor spoke to a group of young children at Small Steps Learning Academy in Roanoke, Virginia about broadcasting and read to the class.



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### **Participation in Events (Continued):**

6. On November 23, 2012, our Morning News Anchor spoke to a group of students at Floyd County High School in Floyd, Virginia about careers in the broadcasting industry.
7. On December 28, 2012, our Morning News Anchor visited George Wythe High School in Wytheville, Virginia and spoke to students about broadcasting careers.
8. On January 31, 2013, our Morning News Anchor spoke to a group of small children at Good Shepherd Pre-School in Roanoke, Virginia about working in the broadcast television industry.
9. On February 15, 2013, our Evening News Anchor attended Career Day at North Cross School in Roanoke, Virginia and had the opportunity to speak to students about careers in the broadcast industry.
10. On March 14, 2013, our Evening News Anchor was asked again to speak to the children at Small Steps Learning Academy in Roanoke, Virginia about broadcasting and read to the children.
11. On March 18, 2013, our Evening News Anchor attended Career Day at Noah-Christian Academy in Roanoke, Virginia and spoke to students about broadcasting career opportunities.
12. On April 25, 2013, our Morning News Anchor spoke to a class at Virginia Tech in Blacksburg, Virginia about broadcasting television careers.

### **Training Management Personnel:**

1. PROMAX Summit – Conference held in Las Vegas, NV on June 18-23, 2012. The Creative Services Director attended a week long seminar on the latest marketing trends and information on how to market local television stations.
2. FPEC Meeting – Fox Promotional Executive Council meeting held in Scottsdale, Arizona on July 23-26, 2012. The Creative Services Director attended the annual FOX network training seminar to learn about FOX programming and how to better promote the station.
3. Noll & Associates – Local Sales Manager and Account Executives attended webinars on June 5, 2012 and December 4, 2012. This training centered on overall sales strategies and business development.

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**Training Management Personnel (Continued):**

4. Nielsen – Representative provided onsite training for the Local Sales Manager and Account Executives on July 25, 2012. This training provided a better understanding of the analysis of our market.
5. FOX Graphics Seminar – The Creative Services Director and 3 staff members attended this online seminar on September 15, 2012. Staff received training on using new promotional software.
6. FOX Winter Launch – The Creative Services Director and 3 staff members attended this online seminar on January 9, 2013. Staff received training on new graphics and social media from FOX which provided useful tools and ideas to improve employee skill level.
7. RSI – The Chief Engineer, Assistant Chief Engineer, and Engineering Technician completed the RF Safety 301/Broadcasting course on February 9, 2013. This educational course increased the knowledge of staff on safety issues. The staff was tested and received certification for passing the course.
8. Triveni Digital - MPEG101 for Broadband/Broadcast Certification Course – The Chief Engineer, Assistant Chief Engineer, and Engineering Technician took part in the webinar on May 2, 2013.